

DIGITAL MEDIA BUYER

Professional Summary

Versatile digital marketer bringing

Highlights

- Pay Per Click (PPC)
- Google Adwords
- Google Analytics
- Content Marketing
- Social Media Marketing - Facebook, LinkedIn, Instagram
- ROI Reports
- MS Office - Excel, Word, Powerpoint, Outlook
- PPC Bid Management
- Lead Generation
- Mobile Marketing
- Video Marketing
- SproutSocial
- Hootsuite
- Marin Software
- Drupal
- WordPress
- HTML
- Optimizely
- Landing Page Management
- A/B Testing
- Multivariate Testing
- Content Writing
- Blogging

Experience

Company Name City , State Digital Media Buyer 03/2016 to Current

- Oversees and co-manages PPC campaigns across multiple search engine platforms for three beauty school directory websites.
- Creates, implements, and manages all organic social profiles and paid social campaigns (Facebook, Instagram, Twitter, Pinterest, etc.) strategies for beauty school directory websites.
- Organizes and creates monthly blog and photo content for social profiles and blog site.
- Partners with Creative Director to create original content and to promote new brand across social platforms.
- Successfully increased brand awareness on Instagram and increased follower growth by over 400% within the first month of managing social account.
- Attends online and local marketing seminars to actively keep up with industry changes and trends.

Company Name City , State Digital Media Buyer 11/2014 to 03/2016

- Managed over 10 different education clients' paid social media and paid search accounts across multiple platforms.
- Effectively budgeted and managed over \$500,000 per month in client money to implement throughout search and social campaigns.
- Consistently hit client lead goals and CPI goals each month with each client's given budget.
- Created and delivered paid social and paid search strategy performance reports for clients and senior management.
- Communicated directly with client services team and clients regarding account management and performance.

Company Name City , State Sales Associate 06/2014 to 10/2015

- Created and managed social media accounts across multiple platforms.
- Helped increase brand awareness and advertised product promotions to current customers.

Education

Bachelor of Arts : Communication Business University of Missouri , City , State Communication Business

Skills

account management, photo, budget, content, CPI, Creative Director, client, clients, Drupal, senior management, HTML, Internet Marketing, managing, marketing, Excel, money, MSOffice, Outlook, PowerPoint, Word, Page, seminars, strategy, websites, Content Writing